

## REMARKS

Reconsideration and allowance are respectfully requested in view of the following remarks. Claims 2-15 and 18-21 are pending in the present application

### **Claim Rejections Under 35 U.S.C. § 103**

Claims 2-15 and 18-21 are rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Barg et al. (U.S. Patent Application Publication No. 2002/0070953, hereinafter "Barg") and further in view of Targit (TARGIT - Products and Services, hereinafter "Targit 2002").

Applicant thanks the Examiner for taking the time to discuss the rejection with Applicant's representative in an interview conducted on April 26, 2011. The interview primarily focussed upon the Targit reference, and the Examiner's reliance upon it to show the claimed features that were acknowledged to be missing from the Barg reference. The Examiner suggested that it would be helpful to obtain information from someone who is knowledgeable about the software described in the Targit reference, to enable him to assess its degree of relevance to the pending claims.

In response thereto, a Declaration of Morten Middelfart, the named inventor in the present application, is submitted herewith. As indicated therein, Mr. Middelfart has been involved in the development of Targit's software products since at least 1997, and is familiar with the different versions that have been released by the assignee since that time.

Applicants' exemplary embodiments relate to Hyper-related OLAP (OnLine Analytical Processing). As indicated in Mr. Middelfart's Declaration, an underlying

aspect of this technology is a direct linking between the reporting and analysis environments.

Independent claim 21 recites a computer-implemented method of preparing a presentation requested from a data report; the method comprising the steps of:

- displaying a first data report which contains at least one graphical element bound to a first data item specified by metadata comprising a dimension or a dimension value and a measure...
- in response to a user's action directed to the graphical element, determining the metadata of the first data item bound to the graphical element and at least one association of the dimension and measure of the determined metadata...wherein the association of the first data item dimension and measure specifies a set of data;
- searching for a stored association like the determined association, the stored association being related to presentation properties ...and
- displaying a second data report applying the presentation properties to second data items specified by the stored association.

Thus, a first graphical element is bound to a first data item specified by metadata. When a user directs an action toward that element, e.g. clicks on it, a determination is made of an association that specifies a set of data. Then, a stored association is searched for which relates to presentation properties. A second set of data is then displayed in accordance with these presentation properties. As such, these claimed steps recite the mechanism by which the analysis of data is linked with the presentation by which the analysis of data is linked with the presentation, or reporting, of data resulting from the analysis. The second set of data can be automatically presented in an accepted format without the user having to manually specify that format.

The Declaration Under 37 C.F.R. §1.131 demonstrates that a) the Targit 2002 document, published in 2002, does not disclose the functionality of Hyper-related OLAP; and b) the claimed features of Hyper-related OLAP were not publicly available until the release of version 2K5 in January of 2005.

Accordingly, the cited Targit 2002 document, even considered in combination with Barg, which allegedly discloses a method to display data, do not disclose the features recited in independent claim 21.

In view of the foregoing, claim 21 is patentable. Claim 15 is patentable for reasons similar to those of claim 15. The remaining pending claims are patentable at least because of their respective dependencies.

### **CONCLUSION**

From the foregoing, further and favorable action in the form of a Notice of Allowance is respectfully requested and such action is earnestly solicited.

In the event that there are any questions concerning this amendment, or the application in general, the Examiner is respectfully requested to telephone the undersigned so that prosecution of present application may be expedited.

Respectfully submitted,

BUCHANAN INGERSOLL & ROONEY PC

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By: Weiwei Y. Stiltner  
Weiwei Y. Stiltner  
Registration No. 62979

**Customer No. 21839**  
703 836 6620